

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A vertical display stand for articles such as cosmetic products, comprising: a vertical board that has a rear face and a front face, said front face formed at least partially by a plurality of non-transparent first reflective panels and a plurality of second reflective panels inclined relative to the first panels, the first and second reflective panels being unitary produced as a single piece together with the board, wherein said first and second reflective panels are superposed vertically in alternance, thereby defining together reliefs substantially in the form of crests,

~~the first panels are adapted to accommodate said articles~~ wherein each first reflective panel is inclined downward and forward and includes a plurality of recesses in which the articles are designed to be arranged, and

~~at least one of the second panels~~ wherein each second reflective panel is arranged opposite one of the first panels ~~has a reflective surface and is facing slantwise forward and downward,~~ such that a person facing the board can observe only a top portion of said articles, either directly, beside an image of said person reflected without obstacle on the first reflective panel, or indirectly, by reflection of said top portion of said articles on in the second panel placed opposite said first panel, beside an image of said person reflected without obstacle on the second reflective panel.

2. (Cancelled)

3. (Currently Amended) The display stand as claimed in claim 1, wherein the first and second reflective panels extend over the entire width of the stand.

4. (Cancelled)

5. (Cancelled)

6. (Currently Amended) The display stand as claimed in claim 5 1, wherein a transparent plate is attached pivotably to each first reflective panel to enable the articles arranged in the plurality of recesses to be covered.

7. (Cancelled)

8. (Cancelled)

9. (New) The display stand as claimed in claim 1, wherein said first and second reflective panels are mirror panels.